

## Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

----- 110951

P R 181435Z OCT 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 8963

AMEMBASSY HELSINKI

UNCLAS STOCKHOLM 5780

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: OIM MARKET RESEARCH: MARINE ELECTRONICS AND NAVIGATIONAL

AIDS - SWEDEN

REF: STATE A-4762

1. THREE BIDS RECEIVED FOR SUBJECT MARKET RESEARCH:

AB KONSULTERNA DUE PRESENT COMMITMENTS WOULD HAVE  
TO BRING IN PERSONNEL FROM ASSOCIATED COMPANY THUS PRICE  
WOULD BE SWKR 19,000 (APPROX \$4400 AT 4.3 EQUALS \$1);  
GIDLOF & WISTROM BID \$4200, 25 INTERVIEWS PROPOSED,  
TEN YEARS MARKET RESEARCH EXPERIENCE INCLUDES ONE STUDY  
FOR OIM; MARKNADS SYSTEM AB (CLAES REHNVALL) BID \$4130,  
25 INTERVIEWS PROPOSED, EXPERIENCE INCLUDES MARKET RESEARCH  
AND CONSULTING FOR A CLIENT DEALING IN MARINE EQUIPMENT  
AND A MAJOR SWEDISH SHIPBUILDER - US COMPANY CLIENTS  
INCLUDE AVIS, BELL & HOWELL, DOW CHEMICAL, HONEYWELL  
BULL, PITNEY-BOWES.

2. STC RECOMMENDS CONTRACT BE PLACED WITH MARKNADS  
SYSTEM FOR \$4130. THIS FIRM BELONGS TO TRANTOR GROUP;  
MS AND SISTER COMPANIES ANDERSON & LEMBKE, MICRO MEDIA,  
PR FUNCTION ARE WELL-KNOWN AND RESPECTED IN RESEARCH,  
ADVERTISING AND MANAGEMENT SERVICES IN SWEDEN AND  
FINLAND. STC HAS INTERVIEWED THREE COMPANY REPS -  
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GEORG SJOBERG, CLAES RHNVALL AND LENA WALLIN - AND

FINDS THEM HIGHLY QUALIFIED FOR MARKET RESEARCH  
SERVICES. COMPANY PROSPECTUS AND ONE SAMPLE OF STUDY  
IN ENGLISH FOR INDUSTRY CLIENT BEING POUCHEO OCT 19  
TOGETHER WITH BIDS TO MRD

3. IN VIEW VERY SHORT TIME FRAME THIS STUDY  
MARKNADS SYSTEM BELIEVES MOST WORKABLE SCHEDULE  
WOULD BE DRAFT FINAL REPORT DEC 8 AND FINAL  
REPORT WITH MULTIPLE COPIES DEC 22. STC RECOMMENDS  
ACCEPTANCE THIS SCHEDULE.

4. MARKNADS SYSTEM CAN BEGIN WORK IMMEDIATELY.  
PLEASE PROVIDE FISCAL DATA.  
SMITH

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
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